

Singapore Karate-Do Federation

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MEDIA RELEASE

Greenfields sponsors S\$50,000 towards Karate-Do development in Singapore

Cash sponsorship marking a significant milestone in the development of the sports in Singapore

6 Jan 2017 – The Singapore Karate-Do Federation (SKF) is proud to announce today a cash sponsorship of S\$50,000 by *Greenfields* for financial year 2017/2018.

The amount will enable SKF to embark on its ambitious programmes to develop the sport in Singapore including the organization of a major national competition. SKF can now afford an even more intensive training programme for the national team, which will involve sending athletes and coaches for overseas training and competitions.

This amount represents a significant milestone for SKF. Everyone in our team is extremely delighted and grateful that a major brand like *Greenfields* has seen the value in the sport of Karate-Do and had provided the sponsorship. This comes at an important time as the sport is destined for a period of hyper-growth, since it's inclusion in the programme for the Tokyo Olympics 2020.

Greenfields' support will therefore go a long way towards the long-term financial sustainability of SKF and its programmes.

In recognition of its support, SKF will also be rebranding one of the national championships to *Greenfields* Karate-Do Championships 2017.

With a strong branding behind a management team that is driven by openness, transparency and professionalism, we are very confident that this event will become the premium Karate-Do event in Singapore and the region in the years to come.”

Mr Yong Kwek Jin, Singapore Country Head of Sales and Marketing for *Greenfields* added, “When the opportunity to partner a National Sports Association such as Singapore Karate-Do Federation came along, we saw the value in our sponsorship and did not hesitate to come forward with the necessary support.

We are convinced that Singapore Karate-Do Federation can help to develop and promote the sport to bring it to greater heights. We are proud to be behind this team whose involvement in community activities exhibited their willingness to work towards national objectives to encourage the population to live better through sports.

We hope that *Greenfields*’ sponsorship will enable the sport of Karate to reach people from all walks of life just as *Greenfields* milk is available and accessible to everyone.”



About Singapore Karate-Do Federation

The Singapore Karate-Do Federation is a registered Charity under Ministry of Community, Culture and Youth (MCCY) and the national governing body for Karate-Do in Singapore. It is well recognized locally and abroad.

Our core values are openness, transparency and professionalism.

Our motto is “Winning is not everything, but the wanting to win is”

Our Vision is “The art of Karate-Do is practiced as a way of life for all age and gender”



About Greenfields

At *Greenfields*, we believe in the ethos of building a world-class dairy brand. With over 18 years of dairy expertise, we are committed in producing products only of the

highest quality. *Greenfields* takes pride in every step of the dairy process with passion, persistence and diligence, from farm to fridge.

Greenfields has provided Southeast Asia with the freshest milk and cheese available. With the knowledge that happy cows make great milk, our state-of-art farm facility in the beautiful highlands of East Java, Malang, Indonesia is home to over 8,000 Holstein cows that are ethically treated and scientifically managed by a team of veterinarians and nutritionists. These happy cows produce an average of more than 40 million litres of fresh milk a year. Our fully integrated dairy farm also ensures that *Greenfields* is delivered faster and fresher, right to your supermarket and your fridge.

Greenfields provide only the best quality milk that's fresh and completely free of additives, preservatives and hormones. We also have our own brand of gourmet cheeses including Mozzarella, Ricotta and Bocconcini cheeses, which are held to the same high standards. Our products are distributed all around China and Southeast Asia, including Singapore, Hong Kong, Indonesia, Malaysia, Philippines, Myanmar and Cambodia. For more information, visit us at www.Greenfieldsmilk.com.

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